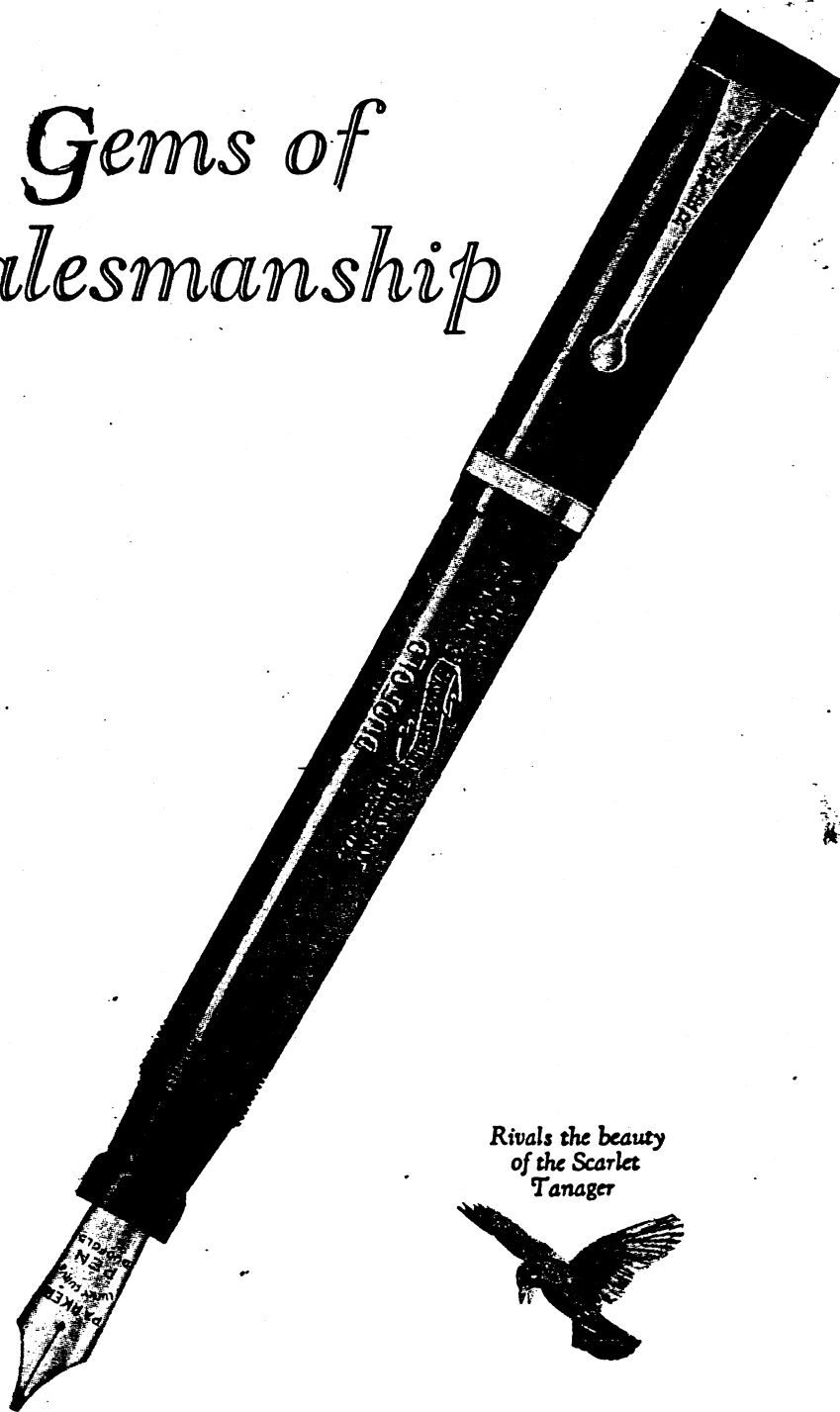


*Gems of
Salesmanship*



Rivals the beauty
of the Scarlet
Tanager



Printed by The Parker Pen Company
Janesville, Wisconsin
for the use of
Parker Retailers' Salespeople
July 15, 1925

Sales Methods of the Star Salesperson

STAR salespeople recognize the value: (1) Of capitalizing on national advertising; (2) of starting a sale with the higher priced article; (3) of instructing the customer thoroughly in the operation of the pen or pencil.

Capitalize on the National Advertising

There are hundreds of potential buyers in your town—in every town—that have already been won to the Parker Pen by advertising and are ready to buy, but they need to be reminded.

So the surest way to increase Parker Pen and Pencil sales is to invite everyone who comes into the store to try the six Duofold points—not just those who ask to be shown, but *everyone*. You will find that such a demonstration will make many sales, often when you least expect it and in many cases where the person might have bought elsewhere.

Get the habit of watching the advertising—know when it comes out—what it says. “Hook-up” your demonstrations with it. One million dollars is being spent for Parker advertising and for the brilliantly written sales appeals contained therein. Make use of them—and of the constructive information in this book. You will not only make more sales, but have your customers doing missionary selling for you by showing others their Parker Pens and Pencils.

Start with the Highest Priced—the Parker Duofold, Because—

It increases your dollars and cents average per sale—a prime consideration of the Star Salesperson. And most people can be sold a Duofold. Where this is impossible, nine times out of ten, it is because the customer cannot afford one. If you find such a customer, then is the time to show the Parker New Black Line Pens.



Instruct Your Customers Thoroughly

In the Operation of Pen or Pencil

Read this letter and you will see why—

The Parker Pen Co.,
Janesville, Wis.

Gentlemen:

Will you please accept my thanks for the very full information contained in your letter in reference to the Parker SENIOR DUOFOLD Pen? With the aid of your instructions, I hope to have no further trouble with the pen. I confess that I cannot understand why a dealer in these pens should pass them out to customers without a word of instruction, without furnishing any copy of the printed instructions, and then expect the pens to work satisfactorily and breed more business. One would think that the personal interest of the dealer in his own business would lead him to try to make sure that any article he sold would be satisfactory to the buyer.

Very sincerely yours,

(Signed) W. H. CLARK, President,
The Cortland Standard,
Cortland, New York.

Best Priced—the Sold, Because—

cents average per sale—a prime reason. And most people can be convinced, nine times out of ten, to afford one. If you find such a customer, show the Parker New Black

For Customers Unusually

of Pen or Pencil

see why—

the very full information contained in the PARKER SENIOR DUOFOLD Pen? With the help of these pens should pass them out to you, without furnishing any copy of the pens to work satisfactorily and that the personal interest of the dealer is to make sure that any article he sold

Sincerely yours,
W. H. CLARK, President,
The Cortland Standard,
Cortland, New York.

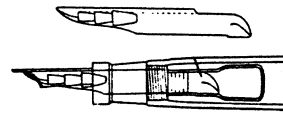
Four

Nothing wins sales like courteous attention—nothing loses them like ignorance and indifference. So each sale thoroughly made makes the customer thoroughly satisfied and thus the Star Salesperson lays the foundation for many future sales.

When a friend asks his customer: "How do you like your Pen (or Pencil)?" the answer is, "Fine! Wouldn't part with it for twice the price. Go to So-and-So at Such-and-Such a Store and get one yourself. He will take the trouble to sell you just what you want and show you how to operate it."

(Continued on Page 6)

How "Lucky Curve" Feed Gives Steady Flow



Parker's "Lucky Curve" Feed forms a contact with inner wall of Ink Sack and thus sets up capillary attraction. This produces a steady flow while writing. When pen is replaced in pocket, capillary attraction drains ink back into Sack. Pens that permit ink to remain in feed channel "sweat" when heat of body expands captive air in sack and expansion forces ink out.

The Star Salesperson Does This by Bearing in Mind These Three Things:

- 1** He sees that his customer gets the POINT best suited to his style of writing. Every person who is dissatisfied with the point in his pen, or the mechanical operation of his pencil, tells others about it and that keeps them from coming to your pen and pencil counter when they buy. Your pen stock should always contain a full assortment of points—Extra Fine, Fine, Medium, Broad, Stub and Oblique. Most people won't buy from an incomplete stock that looks like rags, tags and bobtails. They'll say, "I'll come again." But they'll go to some store with a real assortment. So watch your pen stock—tell your Pen Buyer what you need—keep all six points in stock in all Duofold models.
- 2** The Star Salesperson shows the customer how to FILL his pen properly, so he will not get half air and half ink. See page 8. Or if it is a pencil, how to INSERT the lead into the writing tip without taking the "insides" out.
- 3** He tells the customer to keep the Inner and Outer Sleeves of the Duo-Sleeve Cap tight—so the pen will be LEAK-PROOF, and shows the customer how to keep them so.

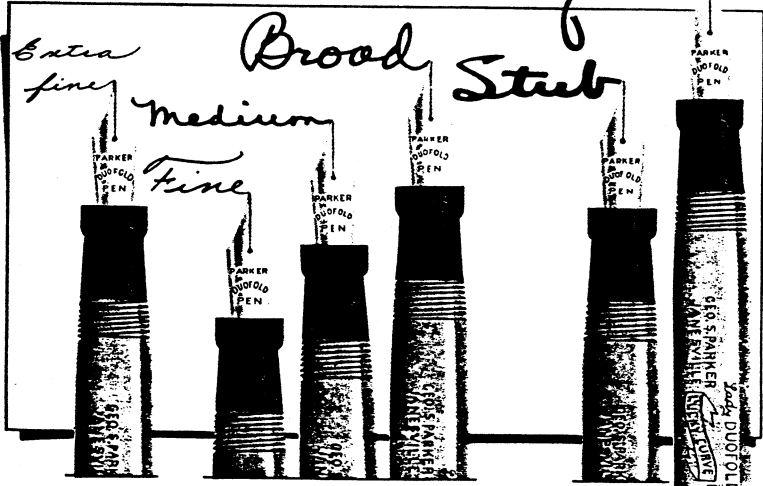
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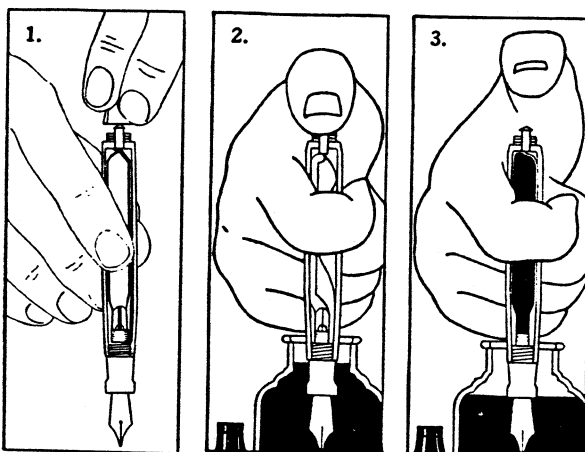
This Point is
the new Oblique



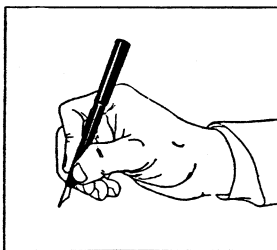
Six Degrees of Points for the Six Degrees of Writing: Extra-Fine—
Fine—Medium—Broad—Stub and Oblique. Parker spends more
money on Parker Points than any other part. Every Parker Point is
14K Gold with a polished, hand-fused tip, five times inspected and
writing-tested before the final O. K. Duofold Points are guaranteed
if not misused for 25 years' wear. No style of writing can distort them
—hence a pen the owner can lend without fear or apology.

Points in the Parker Black Line Pens (other than Duofold) are more
flexible, hence more delicate, so Parker does not guarantee them for
any given number of years but does guarantee them to give satisfaction.

How to Fill Parker Pens

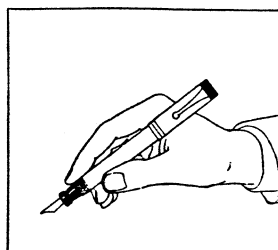


- 1 Remove Tip of barrel (by few turns to left) exposing Filler Button.
- 2 Press the Filler Button once—all the way down. (This completely deflates the rubber ink-sack inside the barrel). Now immerse the point in ink up to nozzle or beyond.
- 3 Then release the Filler Button. Now the Pen starts to fill. Leave the point in ink for 10 seconds after you let go the button. This enables ink-sack to fill completely. Otherwise, Pen will drink in air instead of ink.



Not This—

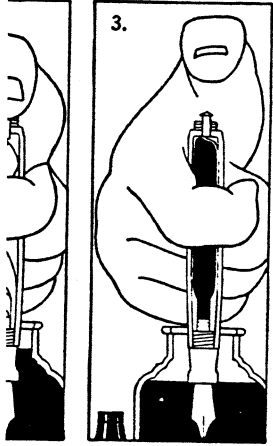
Light unbalanced pens require a tense, fierce grip that cramps the fingers and fatigues the mind.



But This—

The size, fit, symmetry and perfect balance of the Parker barrel enables the hand to hold it with fingers gently extended.

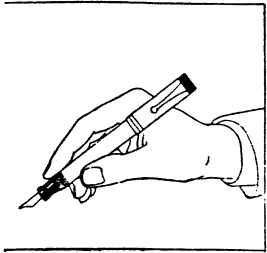
Parker Pens



(left) exposing Filler Button.

Push down. (This completely deflates the ink-sack and immerses the point in ink up to nozzle.)

Pen starts to fill. Leave the point in ink. This enables ink-sack to fill completely instead of ink.

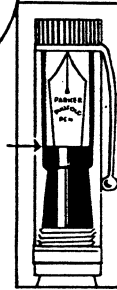
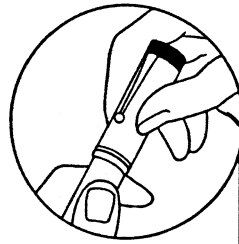


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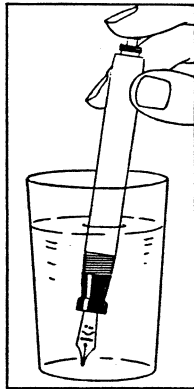
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To Keep Pen Leak-Proof



After writing always replace cap. Screw Cap so tight it clicks at final turn. Thus the inner sleeve of the Duo-Sleeve Cap forms an Ink-Tight Seal with the nozzle. Prevents air from entering or escaping when the pen is not in use. The heat of the body expands the air in the pen if cap is not tight, and forces ink out onto the point.

To Clean the Pen



Put the nozzle in a glass of cold water and press the Filler Button several times, filling and emptying the pen. Force of water cleans it. Always keep the cap on, when the Pen is not in use so the ink won't dry on the point or dust collect and so clog feed.

How to Demonstrate Parker Pens and Pencils

One Illustration of a Star Salesperson's Methods

"Rag-tag, Bob-tail" odds and ends of stock don't make for sales. So make a fine display—Parker Pens in a complete range of Points and Parker Pencils in all three sizes, lacquer-red and the same in black, fresh and clean—the glass of the Pen Case polished and shining. Nothing on top of the case to obscure the view of the display.

Remember somehow you are going to demonstrate the Parker Pen to everybody who comes into the store. The new Oblique Point, just created by Parker, will give you an excellent approach.

This point that produces pronounced personality and character in handwriting—a style full of new interest and charm—is extensively advertised in the national magazines. So make the most of it. Use the Oblique Point to open a demonstration on all six Duofold Points. Say to your customer:

"I wonder whether you would give me your opinion of the new Oblique Point in the Parker Duofold Pen." Ninety-nine times out of a hundred a deferential request for a customer's opinion will win you a demonstration.

Take out six Duofold Pens each fitted with a different style point. Place a writing pad invitingly near—hand the prospect an open Duofold, fitted with an Oblique Point. And say:

"See what pronounced personality and character this point gives your handwriting." Then continue your demonstration by emphasizing the selling points given further on in this booklet.

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Demonstrate Pens and Pencils

a Star Salesperson's Methods

Goods and ends of stock don't make for display—Parker Pens in a complete range of pencils in all three sizes, lacquer-red and black and clean—the glass of the Pen Case showing on top of the case to obscure

When you are going to demonstrate the Parker Pen comes into the store. The new Oblique Parker, will give you an excellent

It gives a pronounced personality and character—style full of new interest and charm—shown in the national magazines. So make the Oblique Point to open a demonstration points. Say to your customer:

"You would give me your opinion of the new Parker Duofold Pen." Ninety-nine percent a deferential request for a customer's demonstration.

Show 1 Pens each fitted with a different style of pad invitingly near—hand the prospect with an Oblique Point. And say:



"I've demonstrated personality and character this point 3." Then continue your demonstration showing selling points given further on in this

Have him write with the pen held in different positions, so he can see how held one way it makes slender down strokes, accented by wide shaded curves at top and bottom—how held another, it writes with the opposite effect—letters thin-curved with wide shaded sides.

The new Oblique



*When held this way
it writes like this*


Note the shading on the down strokes—accenting the thin curves top and bottom.



*When held this way
it writes like this*

Note here that the down strokes are slender, and the shading appears in the curves.



Rivals the beauty of  the Scarlet Tanager

Then say, "Just for comparison try these other points: the Extra-Fine and Fine, for figures and close writing—the Medium, Broad and Stub for more general uses—every jewel-smooth point guaranteed for 25 years' wear. Which do you like best?" One of the six is almost sure to capture his fancy. Your sale will be half made. Tell the prospect all these points are guaranteed.

Now call attention to the Extra-Ink Capacity of the Oversize and Duofold Jr. Pens—how the Oversize barrel abolishes finger cramp, because its fullhanded Grip fits the hand with fingers gently extended.

Let the prospect write with the Pens. The more he feels the easy swing of the Duofold's balanced barrel, the more eager he will be to own it. And, of course, explain the advantages of the Press Button Filler, the Duo-Sleeve Cap, and the "Lucky Curve" Feed—all Parker patented features. (For information on each of these subjects see pages 5, 8 and 9.)

Say that Mr. W. D. Peck, for 16 years an Instructor of Penmanship at the Bryant and Stratton Business College in Chicago, always uses a Duofold. This College graduates about 1,000 students annually. And Mr. Peck fills out diplomas with a Duofold because the "Lucky Curve" Feed produces a sure, even ink-flow that avoids blots, and enables him to write smoothly and uniformly, with light or heavy stroke, as he wishes.

Once in a while a customer is interested but cannot pay the price. When you sense this it is time to show him one of the lower-priced Black Pens. "Here," you can say, "is the nearest approach to the Duofold made—a real Parker Pen made by Duofold Craftsmen with the same Duofold standards. These Pens have the "Lucky Curve" Feed, Press Button Filler and Duo-Sleeve Cap—just the same as in the Duofold.

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"And the points are of *extra fine quality*—the most beautiful flexible writing points ever produced by skilled pen-grinders. Nothing better can be made, although being more flexible than the Duofold they are naturally more delicate, but many that were bought 25 years ago are still in use, although of course they cannot be guaranteed for 25 years like the Duofold. They are guaranteed, however, to give perfect satisfaction if not misused.

"Look at this Parker No. 2. See the artistic straight-line chasing of the barrel and the rolled gold clip. This is a large pen. No. 2 of other pen makes at this price, is small. Measured by the standards of other Pen Companies the Parker No. 2 at \$2.75, is a \$3.25 value, and includes a rolled gold clip—no nickel. At \$3.50 Parker gives a \$4.25 value." Get him to try both the \$2.75 and \$3.50 pens and let him know that he can get any of the six points he wants in the \$3.50 pen, also. (The Oblique is not made at \$2.75.)

Once in a long time you will find someone who wants a softer point than Duofold's, but wants the same size barrel and all, and is willing to pay the price of a Duofold. You can sell the \$5 or \$7 Parker Black Pen—they are just like the Duofold except for the points. At \$5 Parker gives the same size pen that one manufacturer is selling with mottled barrel at \$7.50; and at \$7 Parker gives a pen as large as other manufacturers are selling at \$8.50, \$8.75 and even at \$10.

If a person has a pen and doesn't want another—the Star Salesperson always reminds the customer of gift occasions—

Sell Him a Pencil to Match His Pen

Say, "Why not a Pencil with the Oversize Grip, as well as the Pen? Here is the writing-mate of Oversize Duofold, 'Big Brother' Pencil. You will never have finger cramp with a Pencil this size. See how easy it is to fill—no need to take out 'insides' as when filling some mechanical pencils. Just turn the gold crown to the left until it clicks, then slip a lead into the

writing tip, slowly until the clutch takes hold. The Non-Clog Propeller turns the lead OUT for writing and IN for carrying—so it cannot scratch up papers or snap off in the pocket.

“It took Mr. Parker four years to perfect it—a pencil that abolishes faults of mechanical pencils in general.”

Pull off the crown and show the big eraser underneath—three times average size. Then with a rocking motion, pull out the eraser to reach the deep well for reserve leads underneath.

This is \$4. If a smaller pencil is wanted, there is oversize Duofold Jr., at \$3.50, or slender Lady Duofold with ring-end for chatelaine, reduced from \$3.50 to \$3.

*This Brings You Naturally to
Parker Duette Sets*

All Parker Duofold Pencils can be had in a perfect color match to the Chinese Lacquer-Red Duofold Pens, and the same in conventional plain Black without chasing to match the Duofold Black Pens.

All Parker Black Pencils are also chased in the artistic straight-line design of the new Parker Black Pens. This enables you to match up Duette Sets at almost any price your customers want to pay, from \$5.75 and \$6.50 and \$7 to \$8.50 and \$11.

A splendid line of low-priced sets, but—

Of course the Star Salesperson *first* tries to sell the Parker Duofold Duette Sets at \$11, \$8.50 and \$8, depending on the size.

This increases his average per sale in money.

“Here’s an appropriate Going-Away Gift or Birthday Present,” he says. “What could afford more everyday utility or give a more subtle invitation to write? Parker Pens and Pencils when bought in Duette Sets are put up in an attractive Gift Case, without extra charge.”

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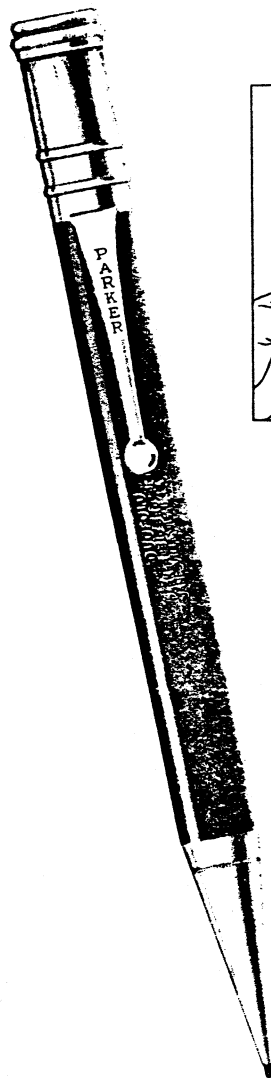
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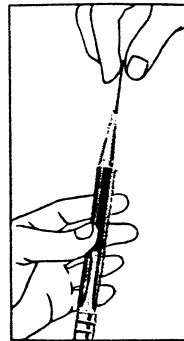
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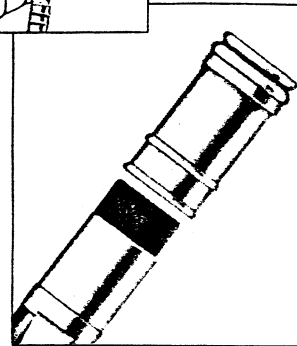
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How to Refill Pencils



Turn Gold Crown to
left until it clicks. Then
slip lead into writing
tip—do not try to take
out mechanism as in
filling some mechanical
pencils. Push lead in
slowly all the way, so
clutch will take hold.
Non-clog Propeller
turns lead OUT for
writing, IN for carry-
ing.



To reach eraser do not turn top
but merely pull Gold Crown
straight off.

To reach Extra Lead Chamber
pull out eraser with a rocking
motion.